



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL  
FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number	10/724,546
Filing Date	11/26/2003
First Named Inventor	Pisaris-Henderson et al.
Art Unit	3622
Examiner Name	Not yet assigned
Total Number of Pages in This Submission	Attorney Docket Number AP35567 (067282.0121)

## ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Receipt Postcard
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input checked="" type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Reply to Missing Parts/ Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Remarks	

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Baker Botts LLP	Customer No.	21003
Signature			
Printed name	Walter M. Egbert, III		
Date	02/03/2005	Reg. No.	37,317

## CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature	
Typed or printed name	Walter M. Egbert, III
Date	02/03/2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

## PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Pisaris-Henderson et al. Customer No.: 21003

Serial No. : 10/724,546 Examiner : Not Yet Assigned

Filed : November 26, 2003 Group Art Unit: 3622

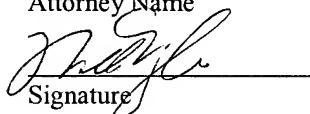
For : SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING HAVING BIDDABLE ADVERTISING UNITS UTILIZING ROTATING ROUTING TO ADVERTISER WEBSITES

INFORMATION DISCLOSURE STATEMENT

I hereby certify that this paper is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

February 3, 2005  
Date of Deposit

Walter M. Egbert, III  
Attorney Name

  
Signature

37,317  
Patent Reg. No.

February 3, 2005  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), applicants bring to the attention of the Examiner the documents listed on the attached Form PTO 1449 and respectfully request that the listed documents be considered by the Examiner and made of record in the above-captioned application. Copies of all of the documents listed on the Form PTO-1449 are enclosed herewith.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that the listed documents are material or constitute

NY02:511344.1

## PATENT

“prior art.” If the Examiner applies the documents as prior art against any claim in the application and applicants determine that the cited documents do not constitute “prior art” under United States law, applicants reserve the right to present to the Office the relevant facts and law regarding the appropriate status of the documents.

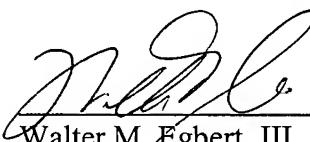
Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should the documents be applied against the claims of the present application.

This Information Disclosure Statement is being filed before the mailing date of the first Office Action on the merits of referenced application. Therefore, applicants do not believe that any fee is due in connection with the submission of this paper. However, if any fee is due, or if any overpayment has been made, the Commissioner is authorized to charge any such fee or credit any overpayment, to our Deposit Account No. 02-4377. Duplicate copies of this sheet are enclosed.

Respectfully submitted,

BAKER BOTTS L.L.P.

By:

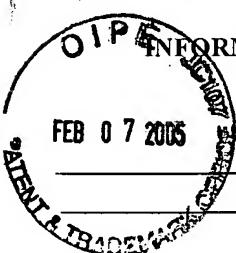


Walter M. Egbert, III  
Patent Office Reg. No. 37,317  
30 Rockefeller Plaza  
44th Floor  
New York, NY 10012-4498  
Attorney for Applicants  
212-408-2500

Form PTO-1449 U.S. Department of Commerce  
(REV. 2-82) Patent and Trademark Office

Atty. Docket No.  
AP34905 - 067282.0115

Serial No.  
10/331,926



Applicants  
Pisaris-Henderson et al.

Filing Date  
December 30, 2002

Group Art Unit  
3624

### U.S. PATENT DOCUMENTS

*Exam. Init.	Document No.								Date	Name	Class	Subclass	Filing Date ifAppropriate
	6	1	3	4	5	3	2		10/17/00	Lazarus et al.	705	14	
	6	2	8	5	9	8	7		09/04/01	Roth et al.	705	27	
	6	0	8	1	7	8	8		06/27/00	Appleman et al.	705	14	
	6	0	2	9	1	4	1		02/22/00	Bezos et al.	705	27	
	5	9	3	0	4	7	4		06/27/99	Dunworth et al.	395	200.47	
	5	9	2	0	8	5	9		07/06/99	Li	707	5	
	5	9	2	0	8	5	4		07/06/99	Kirsch et al.	707	3	
	5	9	1	8	0	1	4		06/29/99	Robinson	395	200.49	
	5	9	0	3	8	8	2		05/11/99	Asay et al.	705	44	
	5	8	6	4	8	4	6		01/26/99	Voorhees et al.	707	5	
	5	8	6	4	8	4	5		01/26/99	Voorhees et al.	707	5	
	5	8	6	2	2	2	3		01/19/99	Walker et al.	380	25	
	5	8	5	5	0	0	8		12/29/98	Goldhaber et al.	705	14	
	5	8	5	2	8	2	0		12/22/98	Burrows	707	2	
	5	8	4	8	4	0	7		12/08/98	Ishikawa et al.	707	2	
	5	8	4	8	3	9	7		12/08/98	Marsh et al.	705	14	
	5	8	2	6	2	4	1		10/20/98	Stein et al.	705	26	
	5	7	9	4	2	1	0		08/11/98	Goldhaber et al.	705	14	
	5	7	7	8	3	6	7		07/07/98	Wesinger, Jr. et al.	707	10	
	5	7	5	2	2	3	8		05/12/98	Dedrick	705	14	
	5	7	4	8	9	5	4		05/05/98	Mauldin	395	610	
	5	7	2	4	5	2	4		03/03/98	Hunt et al.	395	237	
	5	7	2	4	5	2	1		03/03/98	Dedrick	395	226	
	5	7	2	4	4	2	4		03/03/98	Gifford	380	24	

Examiner

Date Considered

\* Examiner: Initial citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicant.  
NY02:503579.1

Form PTO-1449 U.S. Department of Commerce  
(REV. 2-82) Patent and Trademark Office

Atty. Docket No.  
AP34905 - 067282.0115

Serial No.  
10/331,926

INFORMATION DISCLOSURE STATEMENT  
BY APPLICANT  
(Use several sheets if necessary)

Applicants  
Pisaris-Henderson et al.

Filing Date  
December 30, 2002

Group Art Unit  
3624

FEB 07 2005

	45	7	1	7	9	2	3	02/10/98	Dedrick	395	613	
	5	7	0	4	5	6	0	01/06/98	Wimmer	241	266	
	5	7	0	4	0	6	0	12/30/97	Del Monte	395	600	
	5	6	5	9	7	3	2	08/19/97	Kirsch	395	605	

FOREIGN PATENT DOCUMENT

		Document No.							Date	Country	Class	SubClass	Translator Yes No
		0	1	9	0	9	1	7	29.11.01	WO	G06F	17/00	

OTHER DOCUMENTS (including Author, Title Date, Pertinent Pages, Etc.)

		Arnon et al., "Using Structured Documents for Implementing Product/Service Yellow Pages Architecture on the Internet, <i>Proc. of the Ann. Workshop on Info. Tech. and Sys.</i> 312-21 (Dec. 17, 1994)
		<u>IBM Technical Disclosure Bulletin</u> , <i>Organizing a Ranked List of Search Matches</i> (11/01/1994)
		Tom Williams, <u>TELEPHONY</u> , <i>BellSouth, Pac Bell make big investment in billing systems</i> , (05/01/1995)
		Rose Aguilar, <u>CNET News.com</u> , <i>New ad model charges by the click</i> (04/29/1996)
		Nick Wingfield, <u>CNET News.com</u> , <i>Another engine takes ads by the click</i> (05/22/1996)
		Nick Wingfield, <u>CNET News.com</u> , <i>Engine sells results, draws fire</i> (06/21/1996)
		Adriaan van Roeden, <u>Web Techniques</u> , <i>Your Own Search Engine with SWISH</i> (11/1996)
		Alex Lash, <u>CNET News.com</u> ; <i>Open Text updates tools</i> (12/11/1996)
		Jeff Frentzen, <u>PC Week</u> , <i>Help for getting the word out about web sites</i> (11/03/1997)
		<u>The Search Engine Report</u> , <i>Lycos Adds Predetermined Listings</i> (12/04/1997)
		Kim Komando, <u>Los Angeles Times Syndicate</u> , <i>With about 320 million sites, search engines offer some help</i> (1998)
		Karen L. Miller, <u>Home Office Computing</u> , <i>Improve your ranking. (building Web sites to attract Web services)</i> (01/1998)

Examiner

Date Considered

\* Examiner: Initial citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicant.  
NY02:503579.1

Form PTO-1449 U.S. Department of Commerce  
(REV. 2-82) Patent and Trademark Office

Atty. Docket No.  
AP34905 - 067282.0115

Serial No.  
10/331,926

INFORMATION DISCLOSURE STATEMENT  
BY APPLICANT  
(Use several sheets if necessary)

FEB 07 2005

Applicants  
Pisaris-Henderson et al.

Filing Date  
December 30, 2002

Group Art Unit  
3624

The Search Engine Report, Lycos Adds New Features, Reorganizes Suggested Links (01/09/1998)

Jeff Pelline, CNET News.com, New Search Engine goes commercial (02/18/1998)

Jeff Pelline, CNET News.com, Pay-for-placement gets another shot (02/19/1998)

Jodi Mardesich, San Jose Mercury News, Web Operators Pay to get Top billing (02/23/1998)

Don Clark, Wall Street Journal, Start-Up Plans Internet Search Service Tying Results to Advertising Spending (02/20/1998)

Ken Glaser, OnlinePress.com, Who Will GoTo.com? (02/20/1998)

Jodi Mardesich, Knight Ridder, Those Who Pay Get Top Billing In Searches (03/10/1998)

Susan Povich, Internet Advertising/Marketing Law Report, Marketer-Driven Search Engine Debuts Feb. 21 (02/20/1998)

Press Release, GoTo.com, THE FIRST EVER MARKET-DRIVEN SEARCH DIRECTORY (02/21/1998)

Jodi Mardesich, San Jose Mercury News, Search engine charges hit sites (02/21/1998)

Jon Swartz, San Francisco Chronicle, Browser Only Lists Paying Web Sites (02/21/1998)

Nelson Wang, Internet World, Engines Battle Irrelevance of Results. (02/23/1998)

Patricia Riedman, Advertising Age, Search engine startup to auction listings (02/23/1998)

Jodi Mardesich, Knight Ridder, Latest Search Engine Provides Sites With Top Billing - but for a price (03/01/1998)

Brian McWilliams, PC World, Search Engine to Sell Top Positions on results Lists (02/23/1998)

Laura Rich, AdWeek, New Search engines Allows Sites to Pay Their Way to Top (02/23/1998)

Steven Vonder Haar, ZDNet, Searching For The Highest Bidder (02/19/1998)

Patrick McKenna, ZDNet Newsbytes, New Search Engines GoTo Charges For Hits (02/23/1998)

Jennifer Hillner, Wired Digital, GoTo Searches With A Capitalist Engine (02/24/1998)

Examiner

Date Considered

\* Examiner: Initial citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicant.

NY02:503579.1

Form PTO-1449 U.S. Department of Commerce  
(REV. 2-82) Patent and Trademark Office

Atty. Docket No.  
AP34905 - 067282.0115

Serial No.  
10/331,926

INFORMATION DISCLOSURE STATEMENT  
BY APPLICANT  
(Use several sheets if necessary)

Applicants  
Pisaris-Henderson et al.

Filing Date  
December 30, 2002

Group Art Unit  
3624

Gazette World.com, Gazette-Issue #43, *The Coming Trend*, (02/27/1998)

The Search Engine Report, *GoTo Sells Positions* (03/03/1998)

Staff and wire reports, *Roanoke Times & World News*, *Businesses May Buy Rank On Internet Search Engine* (03/10/1998)

Wyn Hilty, *OC Weekly*, *GoTo.Hell. What Happens when an online search engine accepts cash from Web sites* (03/11/1998)

Laurie J. Flynn, *The New York Times*, *With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First* (03/16/1998)

David Coursey, (*Coursey.com*) *David Coursey's Insider Report on Personal Computing, the Internet, and Communications* (03/18/1998)

A CLOSER LOOK, *Wall Street Journal*, *A CloserLook, Going, Going ....* (04/02/1998)

Randal L. Schwartz, *Web Techniques.com*, *Programming With Perl: Click-Through Tracking in Perl* (05/1998)

Sasha Alyson, *Advertising Age Interactive Daily Homepage*, *Front Page Searching The Search Engines* (05/08/1998)

Press Release, *GoTo*, *GoTo.com Announces First Round Of Financing Totaling More Than \$6 Million, Led By Draper Fisher Jurvetson* (02/23/1998)

Saul Hansell, *The New York Times*, *Alta Vista Invites Advertisers to Pay for Top Ranking* (04/15/1999)

Paul Gilster, *The News and Observer (Raleigh, NC)* *A Free-enterprise system drives this search engine* (03/03/1998)

Chet Dembeck, *E-Commerce Times*, *Will GoTo.com Become the Model Search Engine?* (05/27/1999)

Steven P. Ketchpel, et al., *The Second USENIX Workshop on Electronic Commerce Proceedings, U-Pai: A Universal Payment Application Interface* (Oakland, California, November 18-21, 1996)

*Target Marketing, Advertising Done Your Way*, (October 1997)

Archive at <http://www.doubleclick.com/nf/adinfo/testiset.htm>, *DoubleClick TestIt*, (02/05/1998)

Archive at <http://www.doubleclick.com/nf/adinfo/faq1set.htm>, *DoubleClick Frequently Asked Questions* (02/05/1998)

Jason Pontin, *Red Herring Magazine*, *Gross Idea* (May 1, 1998)

The Product Solutions Catalog publickly available at [solutions.sun.com](http://solutions.sun.com) prior to May 28, 1998, *Sun Solutions Catalog*

Examiner

Date Considered

\* Examiner: Initial citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicant.  
NY02:503579.1

Form PTO-1449 U.S. Department of Commerce  
(REV. 2-82) Patent and Trademark Office

Atty. Docket No.  
AP34905 - 067282.0115

Serial No.  
10/331,926

O P E INFORMATION DISCLOSURE STATEMENT  
BY APPLICANT  
(Use several sheets if necessary)

FEB 07 2005

Applicants  
Pisaris-Henderson et al.

Filing Date  
December 30, 2002

Group Art Unit  
3624

Jeffrey Brewer (jeffrey@goto.com), *Need Reverse Stemming Software*, Usenet news group posting (May 27, 1998) as  
archived at <http://groups.findwhat.com/groups?selm=356CEE4A.8DE882A8%40goto.com>

Examiner

Date Considered

\* Examiner: Initial citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicant.  
NY02:503579.1